



PROACTIVE
GROWTH,
DEVELOPMENT,
& SUPPORT.

b · cares

EMPLOYEE SUPPORT SERVICES

Employee Support Service

INVITING, INCLUSIVE, BARRIER BREAKING

Building An Effective Work Force Requires Effective Mental Health Support

As we move forward into the world of tomorrow, old mindsets must be shed. The head-down and barrel-through approach may provide short-term solutions, but the long-term effect is a poorly effective workforce. The best solution to a problem encountered in life and work is a proactive, supportive approach that tackles issues before they happen.

“One of the most important things you can realize is that you’re not alone. You’re not the first to go through it, you’re not gonna be the last to go through it.”
— Dwayne “The Rock” Johnson

Remove the stigma and arm yourself workforce with a mental health battle plan

The **b•cares** advanced methodology provides a modern, high-tech approach with proven infrastructure to handle the bandwidth needed for large-scale support. The **b•cares** system is built upon the concept of high utilization and the belief that the services should be leveraged before problems arise. Whether it is career goals, expanding parental skills, or increasing communication skills, the services are there urging your team to lean on us. **b•cares** has leveraged modern technology in conjunction with a carefully selected catalog of cross-functioning services knitted together that work collaboratively across the **b•cares** platform and with your workforce. **b•cares** provides empathy, understanding, and a nuanced approach to foster trust and engagement to maximize the program’s effectiveness.

Simple to its core. Robust in its nature.

A service that is laser-focused in its actions while providing flexibility to prepare for the unknown challenges that life brings.

For the Employee/Member:

- Assists employees/members in the most efficient and comprehensive manner.
- Can be accessed by a single toll-free number.
- Offers an end-user website with content applicable to 'members.'
- emotional concerns and day-to-day worries.
- Evokes a sense of trust and confidence for members.
- Flexible in guiding each member to a solution that addresses their concerns.
- Has a nationwide network of providers for in-person counseling, training, and critical incident support.
- Multiple language support.
- One number to access the help they need.

“Anything that’s human is mentionable, and anything that is mentionable can be more manageable. When we can talk about our feelings, they become less overwhelming, less upsetting, and less scary.”

— Fred Rogers

For the Employer/Organization:

- Conveys a single message through promotional materials to easily communicate the support and how to utilize the service.
- Access to download banners, physical signage files, videos, email copy templates, and brochures/handouts.
- Provides a single point of contact for the organization.
- Delivers unified reports and single invoices to simplify the 'client's administrative tasks associated with vendor management.
- Enhances existing benefits without affecting renewal costs.
- Support Extends to the entire family, not just the employee.

Virtual solutions provide flexibility, but b•cares
In-person Capabilities
creates the warmth and personal touch
that elevates the care.

Providing a proactive support system and eliminating the concept that participants are “broken” or “damaged” is at the core of the b•cares belief system. Good mental health begins with making constant improvements and tackling life’s hurdles before they happen. In the process, we remove the stigma associated with clinical services through innovative, discreet solutions to access and engage with our services, thereby increasing the utilization of the program.

“*Promise me you’ll always remember: you’re braver than you believe, and stronger than you seem, and smarter than you think.*”

— Christopher Robin from Winnie the Pooh

b•cares is one of the first proactive employee life programs in existence. In doing this, b•cares has partnered with Dr. Darryl Tonemah, who has done thousands of trainings across the U.S. and Canada. He has conducted two national studies promoting health behavior change. As a psychologist, he specializes in trauma and how it affects behavior. He emphasizes personal sovereignty and promotes “internal tools for internal events.”

Dr. Tonemah has provided training for grassroots programs, schools, districts, universities, clinics, and hospitals. He understands, “offering care in scalable ways and provides access is always challenging.” This partnership allows b•cares to provide unparalleled support infrastructure, with in-person consultation, in an effective package that benefits employers and their employees.

Capabilities, innovative solution, promises only go so far.

Proven systems working collaboratively provides the peace of mind you need when your work force is in need

The pieces, systems, and infrastructure that make up the b•cares services have been in play as far back as 1982. What b•cares has done is strategically pieced vital components, previously utilized separately, and tied them together into one cohesive, highly functioning mental health program. Combing those pieces with in-person care and consulting provides our clients with the understanding that the bandwidth is there to take on their needs. The systems in place have been tested and proven in a real-world environment.

“ *We need so much more openness, transparency, and understanding that it’s OK to talk about depression as an illness. It’s not a weakness. It’s not a moral shortcoming, It’s not something people brought on themselves.* ”

— John F. Greden, M.D.

From work-life needs assessments, policy development, and program implementation, the services and pieces work in harmony with each other while still being capable as stand-alone support tools. The systems that encompass the b•cares services have reached across the globe. They have reached more than 65 million employees in more than 100,000 organizations in more than 200 countries and territories worldwide.

Additionally, if support is needed during a crisis, you will have the utmost confidence that the Support Service Program has the depth, experience, and bandwidth to provide your workforce the ability to get through any mental health challenges they may face.

The support is where you are, no matter where that is.

Local & Capable

A perfect combination of a local personal touch
and groundbreaking infrastructure.

Offering b•cares provides benefit parity across an organization, ensuring the same high-quality level of service is delivered consistently, regardless of where employees live and work.

“*My own experience has made me realize that this imbalance is no way to live the start-up life, and, in fact, it's detrimental to this kind of work. The only way I survive the dark periods is by constantly renewing myself and my perspective.*”

— Brad Feld, Foundry Group

Local Presence

Employees will receive support through our network of service centers, as well as local service delivery partners.

The state-of-the-art international call centers that b•cares utilizes are located in the US. With additional call centers located in the UK, Ireland, Canada, Portugal, France, Belgium, the UAE, Indonesia, India, China, Japan, and Singapore for clients that require a global reach.

Our global network delivers culturally appropriate counseling. Our participants experience the benefit of their local language and affiliate providers who understand the local challenges that may be encountered.

Infrastructure

The infrastructure is the foundation of b•cares, enabling us to provide the highest level of performance no matter where our clients and participants may be located. These features include:

- **Unified Case Management System (UCMS)** - Used worldwide, our case management system is compliant with data protection regulations in all countries.
- **Unified communication system** - The Avaya telephony platform connects all b•cares service centers to one another, which is key for business continuity.
- With an information security team dedicated to maintaining confidentiality and privacy and **ISO 27001 certification** of the information security management system. b•cares makes it a priority to ensure our participants' information is protected.

The support is where you are, no matter where that is.

Innovation & Technology

A perfect combination of a local personal touch
and groundbreaking virtual solutions.

The integrated services offered through b•cares creates the world's largest assortment of independent providers for employee support solutions.

“You flip rapidly from day-to-day — one where you are euphorically convinced you are going to own the world, to a day in which doom seems only weeks away and you feel completely ruined, and back again. The level of stress that you're under generally will magnify things incredible highs and unbelievable lows at whiplash speed and huge magnitude.”

— Marc Andreessen — Netscape, A16Z

Innovation

We are committed to providing a support system that is proactive and eliminates the concept that participants are “broken” or “damaged.” The system is about making constant improvements and tackling life's hurdles before they happen to allow our participants to be prepared when challenges arise. In the process we remove the stigma associated with clinical services through innovative, discreet solutions to access and engage with our services, thereby increasing utilization.

As an example:

- **Aware** is a six-session telephonic mindfulness program that improves well-being, focus, and engagement through individualized coaching and resources.

Technology

b•cares understands the need to develop technology which is meaningful. We want to be sure that new technologies increase access and enhance the end-user experience. Our services have a solid history of innovative leadership in this area. For example:

- **iConnectYou** - The iConnectYou mobile app combines multiple modes of access—phone, video, instant message, and SMS text—allowing users to easily engage with services from their smartphones.
- **LiveCONNECT**, A truly unique instant messaging tool, features simultaneous translations—allowing us to communicate with participants in over 100 languages.

What the program provides.

The Standard Components

Covering all of the requirements of a
forward thinking proactive support program.

Our service is available 24/7. Master's level counselors (or the local equivalent) answer calls live and are able to offer information, assessment, action planning, crisis intervention assistance, and/or short-term problem resolution and referrals.

In addition to accessing the program by phone, employees also have the option of using:

- Instant messaging via the website
- Contact a Counselor – send an email directly via the website
- iConnectYou app (with options for phone, video, instant messaging, and SMS text)

iConnectYou

iConnectYou is an innovative app that allows users to engage with their benefit via phone, video, instant messaging, or SMS text. The app not only allows users to initiate contact with the program, but can also be used to deliver structured telephone or video counseling. Informational resources are also available.

iConnectYou is available in any country that has a Google Play or App Store which provides apps for smartphones. We will provide employees with a code specific to their employer to access the app's full features. Upon registering, users can select from the following languages for the app interface: English (US and UK versions), French, Hindi, Portuguese, Spanish, Simplified and Traditional Chinese, Dutch, Indonesian, German, and Polish.

Support is available via the app 24/7. Call, instant messaging, and text are available in all app languages, while video access is staffed in English.

Short-Term Counseling

The emotional support services assist participants with a range of personal and professional issues for which short-term counseling is appropriate. The primary counseling model we use is short-term solution-focused therapy. This involves a move away from the analysis of problems to the discovery of solutions that are already at work in one's life. The therapy concentrates on helping participants identify the skills, strengths, and resources that are already present and moves them towards a solution.

All clinical calls begin with an assessment, which determines the appropriate intervention. The assessment covers the presenting issue, support systems, coping strategies, background information, and a risk assessment. The outcome is a plan that covers the short-term focus including goals agreed upon with the participant.

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Timeframes

For routine counseling needs, we provide the employee with the selected provider's contact information within two business days of their initial contact with the program. The counselor will have availability for the first session within five days of the initial assessment. The employee works with the counselor to schedule each session.

For urgent counseling needs, we will provide a referral within six business hours to a face-to-face counselor available for an appointment within 24 to 48 hours of the initial assessment.

In the case of an emergency counseling need, we deliver immediate telephonic intervention with risk assessment, as well as connection to a referral resource (e.g., emergency services) where appropriate.

Aware

Our unique research-based mindfulness program, *Aware*, is an alternate modality of support for participants experiencing life stress, pain, and challenges with focus and concentration, as well as those who want to increase their awareness of and commitment to intentional living.

With a personalized approach to applying mindful practices to life, *Aware* teaches participants how to be engaged, diminish distractions, and counteract stress. The program cultivates focused and resilient employees, who are more engaged and productive in the workplace. Through six weekly sessions, mindfulness-trained health and

wellness professionals provide one-on-one support and supply electronic resources for self-guided individual practice. Assessments conducted at the start of the program and upon completion provide measurable outcomes to demonstrate personal progress.

Computerized Cognitive Behavioral Therapy (cCBT)

In My Hands is our case manager-assisted self-help program that addresses mild to moderate anxiety, stress, and depression. The online program educates users and suggests techniques and tasks designed to guide participant progress for positive therapeutic outcomes. Several modules are available, including Introduction to CBT; Self-Esteem and Thinking Styles; Low Mood and Depression; Stress and Anxiety; and Coping and Resilience.

The self-paced program encourages participants to interact with the application weekly, and to monitor their own perception of how they are functioning in terms of personal wellbeing, close family relationships, work, and social roles. The course is comprised of seven online CBT sessions and includes email and/or telephone support from qualified counselors.

Participants who engage in cCBT have unlimited access to the program for six months and may complete the sessions as many times as desired within that period. A cCBT case manager follows up with participants to ensure the program is addressing their needs, answer any queries, and review progress toward their goal. Users can also

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contact their case manager at any time to discuss their progress. In My Hands is available in English only.

ManagerAssist

Specialized support for managers is available through the telephonic ManagerAssist program. Through ManagerAssist, a manager can learn how to encourage employees to seek help with whatever challenges they may face. Counselors commonly offer assistance on topics such as:

- Employee attendance/absences
- Employee performance issues
- Mediating conflict
- Referring an employee to services
- Building team morale

Life Coaching

Certified telephonic coaches partner with participants in a thought-provoking, creative process for navigating life transitions and maximizing personal and professional potential. Areas covered include career development, performance improvement, mentoring, work-life balance skills, managing change/transitions, managing stress, and time management skills.

Life coaching is offered in a six-session model that generally lasts three to four months. In the initial 45-minute session, the participant works with the coach to establish a vision, determine goals, and create an action plan. Subsequent 20-minute follow-up coaching sessions ensure the participant is on track to achieve the desired goals. Calls are scheduled at a time that is convenient for the participant and coaches also provide supportive

email communication for sharing of resources and progress check-ins.

Work-Life Services

Work-life services are fully integrated into our solution. We provide participants with consultation, educational information, and qualified resources to support their more practical work-life balance challenges.

There are vast differences from country to country with respect to the social service infrastructure, government supports, and local practices that shape the delivery of work-life services. Yet, when an employee accesses the service, no matter where he lives, the experience is fundamentally consistent—the employee works with a consultant who assists in identifying the presenting issues and finding a solution.

Around the globe, our work-life services cover a range of topics including but not limited to:

- Dependent Care – child care and parenting; adult care and aging; and care for those with a special need or disability
- Information Services – a variety of day-to-day concerns such as home maintenance, travel, housing, or relocation
- Wellness Services – fitness centers, alternative medicine, tobacco cessation
- Financial Services – credit and debt, budgeting, taxation, benefits, mortgages, insurance
- Legal Services – consumer rights, matrimonial law, traffic issues, civil litigation, tenancy, wills and probate

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When an employee contacts the service, we conduct an assessment to understand the support required. Within three business days, the specialist provides the contact information for three to five confirmed, matched providers that meet the requested criteria, and who are licensed and registered with the appropriate bodies relevant to their line of work, as applicable.

Wellbeing Website

Our global wellbeing website complements the telephonic and face-to-face services available through the employee support program. Available in 27 dialects, each version includes culturally appropriate content arranged in the following categories: Parenting, Aging, Balancing, Thriving, Working, Living, and International.

A valuable site feature is the News For You section. Not only does this section allow for clients to post company-specific details, it is also a resource for in-the-moment information in the wake of a crisis. When a major incident occurs (natural disaster, terrorist attack, violence, etc.), we post a News for You update. This includes information on what happened, links to informative resources, and articles about relevant mental health topics.

The website also serves as an information resource and a way to encourage utilization of the employee support program. Detailed instructions on how to access the service are included at the top of every page. Employees can also use the “Contact a Counselor” feature to send an email to request a call back from a counselor. The site also includes

the option for instant messaging with our staff via our LiveCONNECT chat, featuring simultaneous translations, allowing us to communicate with participants in over 100 languages.

We also offer quarterly global webinars on our website that are available in: Arabic, Dutch, English (US and UK), French (France and Canada), German, Hindi, Mandarin - Simplified Chinese, and Portuguese. Seminars cover a range of wellbeing topics and are available on-demand. Registration is not required and seminars are pre-recorded and uploaded on a set date, at which time participants can access the audiovisual presentation and download all accompanying materials. Participants also have the option to ask questions by typing them into the ‘Ask a question’ box and receiving an emailed answer within five business days.

2020 webinar themes are:

- Planning for Professional Growth
- Say What You Mean the Right Way
- The Secret to Work-Life Balance
- Know Your Strengths

Program Management

Promotions

Strong marketing and communication of the employee support program are critical for success. Our approach is to promote the service often, keeping in mind that employees will respond differently to various forms of communication materials. We recognize that there are different ways to connect with employees and make use of a range of approaches. When it comes to

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program promotion, our goal is to maximize every opportunity to create awareness of the service and increase utilization by making a personal connection with employees. Our experience with clients over the years demonstrates that combining strong communication materials with a personal touch consistently results in a high utilization of the service.

We provide a variety of promotional materials at launch and throughout the life of the program. Your account manager will provide these electronic documents to the designated client contacts for distribution to employees to notify them of the service. All materials include information on how to contact the program (phone number, SMS text number, and website access details).

Our standard electronic program awareness materials include:

- Launch letter to announce the service
- One-page service description listing program capabilities and a sampling of topics
- Program announcement suitable for posting in a shared work area or lunch room
- Quarterly topical promotional pieces

Orientations

Around the time of the initial launch activities, your account manager will work with you to coordinate and deliver employee and manager orientations. The employee presentations provide a thorough understanding of how the employee support program works and allows them to ask questions. The sessions also focus on the practical aspects of the service, as well as the counseling, so that employees are aware of the broad scope of support that is available.

Manager workshops also give managers an understanding of how the program can help support them in their role as a manager. The workshops cover topics such as recognizing the warning signs of stress, how to informally refer an employee to employee support program, how to use the formal management referral process, and how to distinguish between healthy pressure and harmful stress.

The outcome of running these sessions is that usage of the employee support program increases, as employees and managers understand the full scope of the service. Managers also become more proactive in dealing with difficult employee situations, make more referrals, and know how to use the service as a management tool.

Recorded Webinars and Awareness Videos

Not all employees can attend presentations as scheduled, nor do all employees feel comfortable attending orientation sessions regarding the employee support program. Furthermore, family members do not typically have the opportunity to attend onsite orientations. To address this issue, we also provide recorded audio/video webinars, one version for managers and one for employees, located on the website for access at any time. The sessions answer frequently asked questions about the employee support program and provide case studies of successful use of the program for work-life and counseling needs. These recorded orientations are available in English, French, Portuguese, Dutch, Hindi, Simplified Chinese, Bahasa Indonesia, Arabic, German and Spanish.

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We also offer a series of language specific, short explainer videos based on common themes (resilience, relationships, work-life balance, and success at work). These videos are particularly effective for organizations where employees are not in a traditional office environment, have limited computer access, and have limited time to attend a traditional benefit program overview. The videos allow employees to better understand the wide variety of support the employee support program can provide in a 60-second clip. The videos are currently available in English, French, Spanish, Mandarin, Indonesian, Portuguese, Hindi, Malaysian, Dutch, and German.

Reporting

b•cares provides clients with quarterly and annual confidential management utilization reports. Your designated account manager will meet with you quarterly to review these reports, analyze data, identify trends, and adapt the program based on results.

Reports include data covering:

- Caller demographics (age, gender, and status)
- Utilization – can be summarized globally, regionally, by country, or by client-defined division
- Issue categories for counseling and work-life cases, with identification of personal and work-related issues
- Web hits and clinical general assistance queries (not counted as utilization)
- Method of contact
- Workplace activities (on-site events including training, crisis support, etc.)

Clients will also have access to our online reporting platform, which provides the opportunity to gain more meaningful insights from collected data. The platform offers real-time access to utilization information, providing an opportunity to monitor and track company data or pull reports at any time. Additionally, specific figures are easily accessible, eliminating the need to scroll through pages of data.

A key feature of our Focus reports is the automatically generated executive summary, which provides a high-level review of the report data in a concise manner. This information is calculated based on the report's specific date range and provides actual utilization for the timeframe, projected utilization for the entire year, and a comparison to utilization from the same date range in the previous calendar year.

Global Account Management

Our approach to account management ensures ease of program management at the corporate level, with regional/local support readily available worldwide to address local needs. Our model ensures that we deliver the program consistently in all locations around the world, while still adapting to local cultures. With oversight and guidance from your designated global account manager (GAM), we leverage our local resources, allowing each location to have a voice in determining how to present and communicate a culturally relevant model.

The GAM:

- Works with our implementation project manager to ensure that we implement the

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- program in a way that reflects the local business environment and cultural practices
- Supports the ongoing promotion of the program through electronic communications, webinars, and on-site events—offering creative solutions to increase utilization
- Coordinates and oversees requests for critical incident services, training, health or benefit fairs, or promotional events
- Generates, reviews, and provides advice and interpretation of quarterly and annual reports

The GAM serves as your main contact, with primary responsibility for corporate-level interactions. They are supported by a team of regional account managers around the world to provide telephonic or in-person support as needed. This ensures that we have coverage across time zones and geographies to support each location fully. Our account management team is available to provide prompt response to any issues or concerns.

Additional Services

Wellness Coaching

Our telephonic wellness coaching program offers access to certified professional coaches who provide individualized, goal-oriented guidance, wellness education, strategy development, and encouragement. Participants and coaches commonly design wellness plans around weight management, nutrition, tobacco cessation, physical activity, stress management, and overall lifestyle improvement. Together, a coach and participant review the participant's health concerns and wellness goals and create a plan that moves the participant toward

improved wellbeing. The coach and participant work together, for an average of six sessions, increasing the participant's self-efficacy and internal motivation for lasting behavior change. During coaching sessions, the participant works to identify support and strengthen new habits which lead to long-term success.

We adhere to the highest of quality in coaching by having the ability to both train our own coaches and provide oversight and development of our coaching staff. Coaches are trained through our own approved coach training program: The Live Well Wellness Global Coach Training Program. This comprehensive coach training is recognized by both the International Coach Federation (ICF) and the National Board for Health and Wellness Coaching (NBHWC) as an approved coach training program.

Global Wellbeing Questionnaire (GWQ)

For clients seeking an inexpensive, quick overview of their employees' health, the GWQ is a brief web assessment of the user's wellbeing with a focus on the risk factors that most negatively impact health. Questions regarding physical health and scoring methodologies were derived from evidence-based research and recommendations from the World Health Organization (WHO) and the United States' Centers for Disease Control and Prevention (CDC). The tool is consistent across geographic and cultural boundaries and does not require employees to complete an extensive HRA.

The GWQ uses simple questions to identify potential health risks to employees and employers (in aggregate) and provides basic information

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on improvement. Individual results include a Personal Wellbeing Factor, a score that reflects the relationship of mental and practical wellbeing on physical wellbeing. The GWQ is currently available in 26 languages.

Elevate: Depression and Anxiety Support

In some cases, participants may present with symptoms of anxiety or depression too significant to respond to the short-term, solution-focused benefit. Elevate offers these participants with an extended clinical intervention of up to 20 face-to-face sessions designed to address the needs of those with significant symptoms of, or a formal diagnosis of, depression or anxiety. Workplace Options provides case management and, with the participant's explicit permission, provides pertinent information to the participant's general medical practitioner or psychiatrist.

Trainings and Seminars

Our Global Learning Solutions department works with an experienced network of professional facilitators to deliver on-site or online sessions. Our facilitators are experts in a variety of fields including wellness, communication, stress management, work-life balance, people management, and professional development. Our educational programs incorporate a variety of techniques (e.g., reflective exercises, games, participant involvement, polls, and role playing) to provide interactive exploration of relevant topics and discussion of solution strategies to yield positive outcomes.

Sessions typically last 60 minutes, a format that allows for presentation on the topic, while leaving participants the opportunity for engagement via group discussion and questions. We offer distinct training programs for employees, managers, and executives. Clients can select from our offering of over 60 developed trainings or request a customized training specific to their needs.